

WEEKLY COMPANY PERFORMANCE

2045369205

C-STORES & SUPERMARKETS COMBINED

	INDUSTRY	PM	R/R	B&W	LORILLARD	AMERICAN	LIGGETT	IND LESS
	VOLUME	VOLUME	VOLUME	VOLUME	VOLUME	VOLUME	VOLUME	PM
10/9/93	5,898,666	2,603,530	1,912,609	619,278	340,177	333,029	82,757	3,295,136
10/16/93	5,747,943	2,576,922	1,831,015	594,338	344,023	319,381	75,251	3,171,021
10/23/93	5,760,528	2,591,086	1,818,912	601,795	344,736	320,348	76,546	3,169,442
10/30/93	5,702,711	2,565,216	1,785,651	603,897	342,143	320,651	78,608	3,137,495
11/6/93	5,766,765	2,583,960	1,830,542	596,854	340,413	323,717	83,012	3,182,804
11/13/93	5,632,327	2,552,773	1,754,507	583,058	335,841	318,306	80,176	3,079,555
11/20/93	5,671,911	2,569,817	1,760,686	589,837	339,743	323,847	79,856	3,102,094
11/27/93	5,710,806	2,613,022	1,740,257	589,818	345,102	329,005	84,753	3,097,784
12/4/93	5,566,128	2,528,681	1,694,703	580,669	349,558	318,244	84,467	3,037,447
12/11/93	5,629,094	2,557,670	1,705,604	590,678	344,293	325,194	92,521	3,071,424
12/18/93	5,602,499	2,574,849	1,676,832	586,275	347,674	316,971	88,048	3,027,650
12/25/93	5,589,033	2,550,481	1,697,653	569,134	353,475	319,715	85,067	3,038,552
1/1/94	5,076,681	2,297,905	1,557,588	522,697	317,961	288,233	81,207	2,778,776
1/8/94	5,464,155	2,497,541	1,658,952	558,888	333,993	310,907	90,144	2,966,614
1/15/94	5,327,814	2,430,666	1,621,725	543,085	325,155	305,653	89,336	2,897,148
1/22/94	5,390,563	2,467,135	1,627,628	550,251	328,509	312,318	86,592	2,923,427
1/29/94	5,450,578	2,501,052	1,629,477	566,303	332,203	322,772	90,005	2,949,526
2/5/94	5,500,157	2,527,733	1,652,362	563,569	338,070	319,591	89,134	2,972,424
2/12/94	5,485,290	2,525,286	1,645,204	552,447	339,357	320,131	92,944	2,960,004
2/19/94	5,338,549	2,474,360	1,583,705	531,418	327,819	314,245	96,507	2,864,189
2/26/94	5,485,341	2,548,216	1,617,720	550,790	337,794	322,974	97,179	2,937,125
3/5/94	5,485,012	2,511,221	1,641,950	547,739	347,527	325,201	100,389	2,973,791

Avg Weekly Vol

4th Qtr '93	5,642,699	2,551,224	1,751,274	586,794	341,934	319,741	82,482	3,091,475
QTD '94	5,436,384	2,498,134	1,630,969	551,610	334,492	317,088	92,470	2,938,250
ABSOLUTE DIFF	-206,315	-53,090	-120,305	-35,184	-7,442	-2,653	9,988	-153,225
% DIFF	-3.66%	-2.08%	-6.87%	-6.00%	-2.18%	-0.83%	12.11%	-4.96%

Going Rate Estimates

4th Qtr. 93	9,146	3,930	2,564	1,078	696	634	244	5,216
1st Qtr based on Act. QTD	8,812	3,848	2,388	1,013	681	629	274	4,957
% CHG. 4th Qtr. Vs. QTD	-3.66%	-2.08%	-6.87%	-6.00%	-2.18%	-0.83%	12.11%	-4.96%

Weekly Nielsen Comp r